

## DEWARD

Mr. and Mrs. Jennings of Bay City spent a couple of days last week, in Deward trout fishing.

The stork paid a visit at the home of Mr. and Mrs. Hill last Monday and left a ten pound boy.

Mrs. Blaine was a Frederic caller Wednesday.

John Mitchell and family moved to Estey the fore part of the week.

A box-social and dance was given at the hotel Saturday evening for the benefit of the base-ball team.

Carl Whiteford moved his house-hold goods to Deward Tuesday.

Mr. and Mrs. Sid Sedgman went to East Jordan last Friday.

The eighth grade class spent Wednesday, Thursday and Friday of last week in Frederic writing on the State examination.

Rev. Sidebotham will hold services at the school house Wednesday night.

Mary Olson started school last Tuesday in the Patterson district near Frederic.

Fred Holler is moving his family this week to Gaylord where they expect to make their future home.

Martha Olson is spending the week with friends in Grayling.

A ball game took place here last Sunday between the Frederic and Deward teams. The result was a score of 5 to 15 in favor of Deward.



## SHOES for Men

For every-day wear you feel the need of a SHOE which, while supremely comfortable, is correct in style and pleasing in appearance.

You'll find exactly what you wish in our line of RALSTON SHOES—\$3.50 to \$5.00—let us show you.

Comfort plus style, multiplied by wear—that's Ralston's. Try them.

## At HUDSON'S EXCLUSIVE SHOE STORE.

When extremes meet they get chummy.

Nailing a lie won't always keep it down.

The electric chair is a sure cure for insomnia.

It looks as if some men actually enjoy being mean.

The man who foots the bills always has a kick coming.

Probably the best way to get rich quick is to go slow.

A girl loses her self-possession when she puts on a wedding ring.

## BOLTS WANTED.

We want to buy a few hundred cords of four-foot bolts in hemlock, spruce, pine and balsam, 6" and up in diameter, smooth, straight stock, all cut 49" long. Will buy same delivered on car on E. J. & S. R. R. or in our yard EAST JORDAN, CABINET CO.

When a man is in his cups he should beware of family jars.

Trying to stand on your dignity may result in a hard fall.

Insults and pills are best swallowed without chewing.

There's always room for one more oyster in the soup.

The man who feathers his own nest must be a bird.

## VIRGINIA FARMER

Restored To Health By Vinol

Atlee, Va. — I was weak, run-down, no appetite, my blood was poor, I could not sleep nights and was rapidly losing flesh, but I am a farmer and had to work. Medicines had failed to help me until I took Vinol. After taking three bottles my appetite is fine, I sleep well, my blood is good and I am well again. — ORLANDO W. BORKEY.

Vinol, our delicious cod liver and iron tonic without oil, is guaranteed to overcome weak, run-down conditions, chronic coughs, colds and bronchitis.

W. C. Spring Drug Co.

## Temple Theatre

### PARAMOUNT PICTURE ROGRAM

Tuesday Evening May 23rd

Lois Meredith in

## "HELP WANTED"

### SYNOPSIS

Gerald Scott, senior member of the firm of Scott & Son, employs Gertie Meyers as a stenographer. Though incompetent to handle her work, Scott, Sr., is captivated by her good looks and pays more money than she requests.

Jack Scott, step-son and junior partner is putting in his first day learning the details of the business. He meets Gertie and is immediately attracted to her. In the course of the month that follows the elder Scott has taken his new stenographer to luncheon many times, in each instance endeavoring to force his attentions upon her and each time she resents them.

In the meantime Jack's friendly interest has ripened into love and he has declared himself. The day following his proposal Gertie is kept at the office later than usual. Jack, not finding her at her home goes to the office, and finding the inner door locked, smashes the glass upon hering screams for help, and rescues Gertie from his stepfather's attempted embrace.

Scott, Sr., in his anger at being thwarted, and not knowing the situation between the two young folks, turns to the door bearing the name "Scott & Son" and with his walking stick breaks that part reading "& Son" declaring Jack is no longer a member of the firm.

The scene then shifts to the Scott home where a reconciliation is finally effected after explanations are made by Jack as to his honorable intentions towards Gertie.

Friday Evening, May 26th

Lois Meredith in

## "THE WOMAN"

### SYNOPSIS

"The Woman" is organized as one of the most forceful dramas ever presented by David Belasco and is by many considered the masterpiece of its author, Wm. C. De Mille. The picturization, offered by Mr. Lasky and Mr. Belasco, is said to be even more teasingly dramatic than the play itself. Moreover, the photodramatic cast including Lois Meredith, Mabel Van Buren, Theodore Roberts and James Neill, is one of the few genuinely star organizations, and gives the production added note.

"The Woman" is a drama showing the manner in which domestic scandal may be used as a political weapon. A young "insurgent" is opposing a certain "grab" measure which the members of the "ring" are endeavoring to put through congress, with such evidence of success that the "machine" politicians endeavor to discredit him with the public by exposing an "affair" of his early life. The story concerns the manner in which this effort is defeated by the courage and nobility of a girl telephone operator.

### SHE TOLD HER NEIGHBOR

"I told a neighbor whose child had croup about Foley's Honey and Tar," writes Mrs. Rehkamp, 2404 Herman St., Covington, Ky. "When she gave it a couple doses she was so pleased with the change she didn't know what to say." This reliable remedy helps colds, coughs, croup and whooping cough. — Hite's Drug Store.

### LADIES CAN WEAR SHOES

One size smaller after using Allen's Foot-Ease, the antiseptic powder to be shaken into the shoes and used in the foot-bath for hot, tired, swollen, aching, tender feet. It makes tight or new shoes feel easy. Sold everywhere, 25c. Ask for Allen's Foot-Ease. DONT ACCEFT ANY SUBSTITUTE. 18-4

When it comes to opening a heart, flattery is superior to dynamite.

A woman talks until things get serious—then she gives a man a chance.

### WAS TROUBLED AT NIGHT

Painful, annoying bladder weakness usually indicates kidney trouble. So do backache, rheumatism, sore, swollen or stiff muscles or joints. Such symptoms have been relieved by Foley Kidney Pills. Henry Rudolph, Carmi, Ill., writes: "Since taking Foley Kidney Pills I sleep all night without getting up." — Hite's Drug Store.

Sometimes the more money a man has the more selfish his children are.

Man's inhumanity to man has put thousands of lawyers on Easy street

"ROUGH ON RATS" ends RATS, MICE, Bugs. Die outdoors. Unbeatable Exterminator. Used World Over, by U. S. Gov't too. Economy Size 25c, or 15c. Drug & Country Stores. Refuse substitutes. FREE. Comic Picture R.—E. S. Wells, Jersey City, N. J. 18-6

## CHARLEVOIX COUNTY HERALD

G. A. Lisk, Publisher

ONE DOLLAR PER YEAR

Entered at the postoffice at East Jordan Michigan, as second class mail matter.

## ADVERTISED GOODS MUST BE GOOD

The advertiser does not succeed because he advertises, but because his goods are worthy to be advertised, and fulfill the claims and promises which the advertising makes for them.

Advertising cannot add anything to a commodity, nor take anything away from it. It cannot make people believe that an article is what it is not, nor permanently and profitably sell it if it is undesirable and unworthy.

Advertising does not so much create a market for goods as take advantage of a market which already exists. Advertising enormously increases the volume of demand for the goods, simply by enormously increasing the number of people who know about them.

Advertising performs no miracles. Trade follows a law which is as immutable as any law of nature. Just as water will not flow up hill, trade refuses to flow to those who do not deserve it. The most desirable goods at the most reasonable prices win the final and permanent patronage of the public, provided there is a sufficient opportunity to learn about them and to buy them.

The manufacturer advertises his goods because he believes they will meet his test; because he believes that, of their kind and grade and at their price, they are more desirable and satisfactory than competing goods. If he does not believe this, or if he is honestly mistaken in his estimate of his product, the buying public will soon place him precisely where he belongs.

A common public impression seems to be that advertised goods are uniformly higher in price than equally desirable goods which are not advertised. This belief has been fostered by the publication of the reports of investigating legislators and others purporting to prove that advertising increases the cost of living.

Why, for example, does the discriminating housewife prefer to buy certain brands of advertised food products rather than to buy unadvertised goods at a lower price?

These are the reasons:

Because she knows that the factory in which they are made is clean and sanitary; that the materials of which they are made are pure, wholesome and carefully selected; that they are made by careful, contented, intelligent workers. She knows this is true because the factory is at all times open to the public, and is annually visited by thousands of people.

Because the goods, on trial in her own home have proved the truth of the claims made for them.

Because they are always reliable, always uniform in quality.

Because they are advertised in publications which have thoroughly investigated them, and would refuse them space if they were not absolutely dependable.

Because they are packed in a manner which insures their freshness, full strength and flavor, and freedom from contamination.

Because they are more attractive in appearance, and therefore more tempting and appetizing.

Because the few additional pennies they may cost is a small price to pay for this insurance of quality, purity, cleanliness and uniformity.

Now, take careful note of this point for it is of vital importance: Superior materials, model factories, high grade workmanship, mechanical devices which obviate the necessity of touching the product with the human hand, air and moisture proof packages and tasteful and artistic labels cost money. Who pays for it? The consumer? If so she would have to pay a higher price for such goods, even if they were not advertised.—Lisk's

Usters and roll top desks cover a lot of oversights that are none of the public's business anyway.

Our idea of a lazy man is one who would rather pay for a shave than wash his face.

A woman's happiness is never complete unless some other woman envies her.

Suffering has no charms for one who must suffer in silence.

He who never does wrong never does very much anyway.

Music isn't necessarily broken because it comes in pieces.

People who do things can afford to let others do the talking.

Promissory notes are in reality nothing but paper waits.

Air castles are built on a foundation of impossibilities.

It sometimes happens that a man is married to his boss.

But the thorn remains long after the rose has withered.

## St. Joseph's Church

Rev. Timothy Kroboth.

Sunday, May 21, 1916.

8:00 a. m. Low Mass. Holy Communion for the Ladies Altar Society, Benediction.

The Ladies Altar Society will meet at the home of Mrs. Margaret Green, on Thursday, May 25th at 2:30 p. m.

## Presbyterian Church Notes

Robert S. Sidebotham, Pastor.

Sunday, May 21, 1916.

10:30 a. m. "Christian Walking."

11:45 a. m. Sunday School.

6:30 p. m. Christian Endeavor.

7:30 p. m. "What is Conversion?"

The Rev. A. R. Atwood, Synodical Supt. of Sabbath School work, was with us Sunday night and Monday. His visit was of help to us.

## First Methodist Episcopal Church

Rev. John Clemens, Pastor.

Sunday, May 21, 1916.

10:30 a. m. "Worship—Forms of Worship."

11:45 a. m. Sunday School.

6:30 p. m. Epworth League—Topic, "Capturing the students of China."

Leaders, Misses Hazel Cummins and Eunice Carr. Reception of new members.

7:30 p. m. "Spiritual Repair Work."

Prayer meeting Thursday evening.

## Church of God Notes

Pastor, Jas. W. Ruehle.

Sunday, May 21, 1916.

10:00 a. m. Sunday School.

11:00 a. m. Morning Service.

2:30 p. m. Services at Three Bell School House.

7:30 p. m. Evening Service.

Tuesday 7:30 p. m. Bible Study.

Wednesday 7:30 p. m. Prayer Meeting.

Friday 7:30 Cottage meeting.

## EAST JORDAN LUMBER CO. STORE

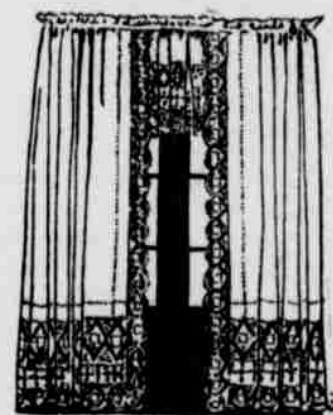
# Housecleaning Time

is here, and we are prepared to supply your needs in the new materials so necessary ty give the home that fresh-like appearance.

## CURTAIN CLOTHS

Scrimms Muslins  
Marquissettes Lace Weaves

Priced From 10c to \$1.00 per yard.



BED SPREADS Damask and Marsellies  
ALL FULL SIZES. \$1.00 to \$4.50.

Our BRIDAL-BRAND  
of Linen-finish Sheeting and Tubings  
is unsurpassed.

# East Jordan Lumber Co.